

partnership

succeeding through innovation

Case Study: Hodges and Drake Design Ltd. and
De Montfort University

"The benefits gained through KTP have been immense. Our working practices and design methodology have vastly improved and we are now able to provide sophisticated and technologically superior solutions to our clients".

Kevin Hodges, Director

Background

Leicester based company Hodges and Drake Design Ltd. is primarily involved in the 3D branding of vending machines.

A two year KTP partnership was formed to build on the success of a previous KTP by undertaking the complete in-house development of a coffee vending machine with graduate Andrew Jones and Dr Eric Chowanietz from the Faculty of Technology.

Objective

The project involved the development of more innovative vending strategies, such as; better packaging, control systems and user interfaces.

Company benefits

The company benefited from the University's expertise, and led to the development of turn-key vending solutions, resulting in a significant increase in both turnover and profit.

Associate benefits

The associate benefited from the project, being offered a permanent position at the company on the strength of their work on the project.

University benefits

De Montfort University benefited greatly from involvement in this KTP, principally in teaching and curriculum development.

A new BSc course in Design and Technology was validated during the KTP, and staff from the company acted in an advisory capacity. Teaching material was developed using company examples.

3D branded vending machine by Hodges and Drake Design Ltd.



Partnership outcomes

The project culminated in the construction of an electronics development laboratory at Hodges and Drake, with facilities for developing microprocessor hardware and software.

Use of this facility led to the development of additional relevant electronic technologies such as, touch switching vending control.

These developments led to the launch of several innovative new products, including a vending machine for Red Bull drinks featuring a simulation of a large rotating drink can on the front panel. This vending machine also has a fun display window featuring touch sensitive areas for product selection. The Red Bull machine attracted a great deal of interest and acclaim at the London AVEX exhibition and helped to stimulate business for the company by attracting new clients.

The company has now gained an international reputation for the design and development of innovative vending machines, and continues to list blue-chip multinationals amongst its clients.

Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit dmu.ac.uk/ktp

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